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LEAD INDUSTRIES ASSOCIATION, INC.
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TELEPHONE — AREA CODE 212
OR 9-0650

October 14, 1964

SUBJECT: MARKETS FOR LEAD AND LEAD PRODUCTS - PIGMENTS

To the Industry Development Committee of the Lead Industries Association, Inc.:

Attached is the eighth in the series of memoranda on the use of lead in various markets and the activities of the Association pertinent thereto.

We hope you will find this helpful in considering budget data to be presented at the Industry Development Committee Meetings.

Very truly yours,

Executive Vice President

RLZ:mk
Enc.

Look Ahead with Lead

N 3420

LIA17364

October 14, 1964

MARKETS FOR LEAD AND LEAD PRODUCTS

MEMORANDUM NO. 8-64

PIGMENTS

This subject was covered in part last year in Memorandum No. 4, dated August 9, 1963 on the subject of Metal Protective Paints for Structural Steel. It provided the history of our program in this particular field. In 1964 two ads each on red lead primers and two on lead silico-chromate primers appeared in ENGINEERING NEWS-RECORD and AMERICAN PAINTING CONTRACTOR, two on red lead and two on yellow traffic marking paint in AMERICAN CITY, and eight pages on a variety of lead pigment subjects in AMERICAN PAINT JOURNAL and OFFICIAL DIGEST. No accompanying Association literature was issued, but in the first eight months of 1964 an additional 300 copies of Technical Letter No. 15 on red lead were distributed. In September a detailed article on painting the Philadelphia-Camden bridge with red lead and white lead paint was reprinted from AMERICAN PAINTING CONTRACTOR and distributed to about 8,000 people interested in this kind of painting.

The Pigments Committee met on October 5, 1964, to review the promotional program as now constituted and consider future activities. It came up with several recommendations. First, it recommended that advertising in the two paint manufacturers' magazines be discontinued, since they are well covered by members' own advertising, and that the money thus saved, amounting to about $4,000, be used to reach specifiers of paint and particularly traffic engineers who are potential users of lead chromate. Second, publication of a complete brochure on yellow traffic marking paint was approved. Third, it approved investigation of the use and promotion of molybdate orange, a lead pigment the growth of which has been constant over the last twenty years and now amounts to about 9,000 tons of pigment annually.

In substance it was felt that the same advertising schedule on metal protective paints should be continued in 1964 in ENGINEERING NEWS-RECORD, AMERICAN CITY and AMERICAN PAINTING CONTRACTOR, with possible addition of some space in PUBLIC WORKS.

Since the use of yellow traffic marking paint is growing to a point where a Federal Specification has been issued which calls for about two pounds of metallic lead as lead chromate per gallon, promotion in this field should be intensified. The market now accounts for some 10,000 to 15,000 tons of lead with a potential increase of 50 percent considered reasonable. This should be done by publishing a brochure of case histories and specifications and suggesting new applications, by continuing the small advertising in AMERICAN CITY and adding space in RURAL AND URBAN STREETS and, possibly, PUBLIC WORKS, and by personal work with the Bureau of Public Roads, American Association of Highway Officials, and individual highway engineers in certain states.

It is planned to investigate thoroughly the molybdate orange market and it is quite possible that a later report, with specific recommendations or at least additional facts, will be submitted.

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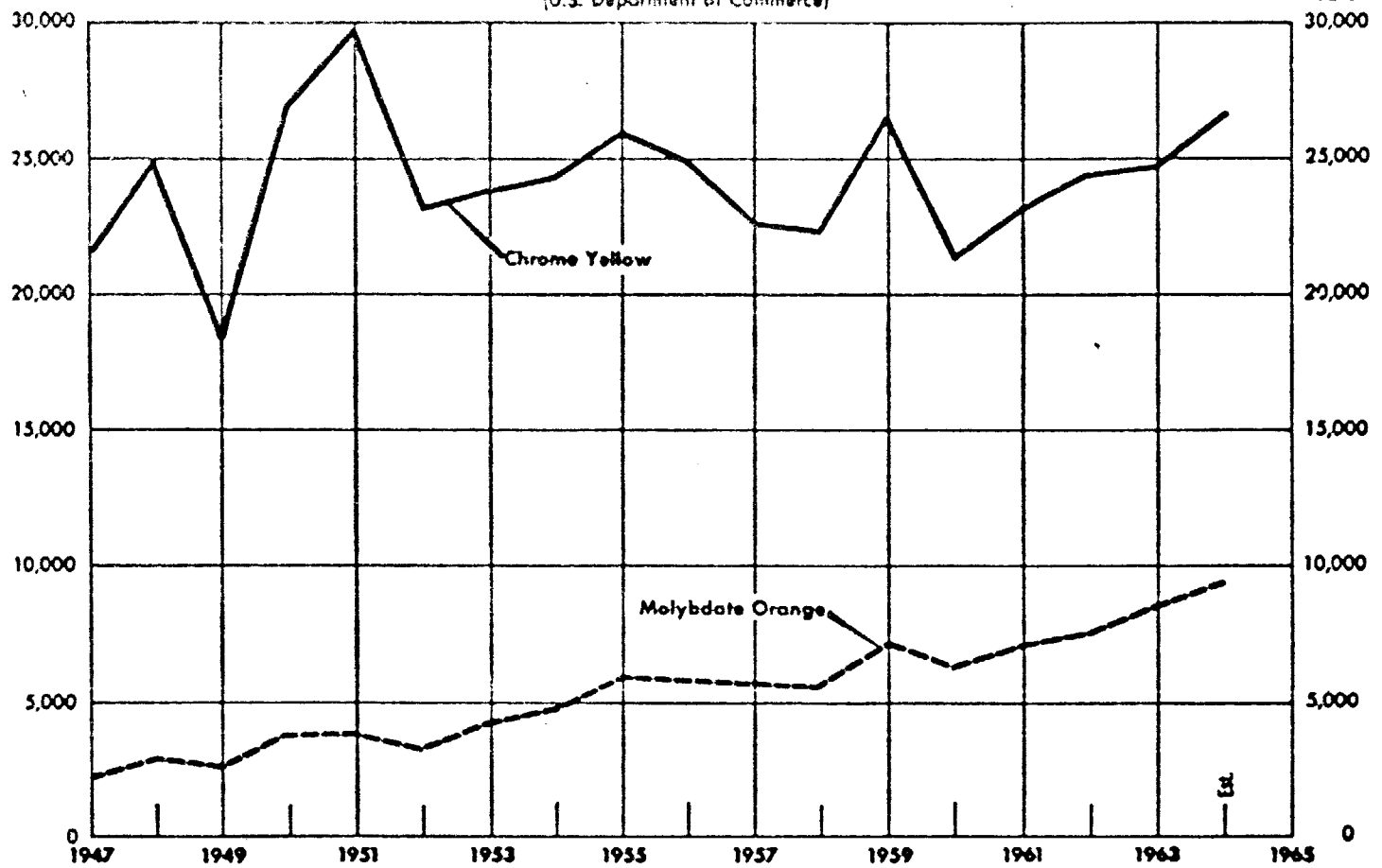
In other words, it is felt that the emphasis next year on pigment promotion should be on red lead and other metal protective paints and on yellow traffic marking paint containing lead chromate. The former market has held up well despite competition from other pigments like iron oxide. For the last 15 years the consumption of lead in red lead paints has remained more or less constant at around 11,000 to 12,000 tons. No figures are available on basic lead silicate and basic lead silico-chromate, which are relatively new pigments, but these would be in addition to red lead and would result in a net increase in lead pigments for metal protective paints.

The traffic marking paint market has been growing. No separate figures are available but an attached chart shows the total tonnage of lead chromate used. It is estimated that more than half of the lead chromate is employed in traffic paints. While its acceptance by the Bureau of Public Roads and by state highway officials has grown, there are still many highway and other applications, like in parking lots, which offer large additional markets. There is little doubt that growth in those areas can compensate for the loss of the lead chromate market already sustained in interior paints due to governmental restrictions based on toxicity. Efforts through research to relieve this 1 percent restriction could not only restore some of this interior paint market for lead chromate but could also have a major psychological effect on the use of lead pigments generally, particularly in industrial finishes.

The chart also shows use of molybdate orange, another lead pigment, the markets for which should be further investigated.

USE OF LEAD COLORS

(U.S. Department of Commerce)



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